

Newspaper Publishers Oppose Bill to Ban Radio-TV Liquor Ads

By the Associated Press
NEW YORK, Feb. 22.—The American Newspaper Publishers' Association announced yesterday its opposition to a Senate bill that would prohibit liquor advertising on radio and television.

The association called the bill discriminatory because it would prevent advertising of a legally made and sold product and would be directed against "one segment of advertising media only." It said such action by Congress would logically lead to the supposition that it might assume the right to legislate against any other product in some other medium or "to eliminate all advertising at their whim."

The association released a copy of a letter outlining its position, sent by Cranston Williams, general manager, to Senator Edwin C. Johnson, Democrat, Colorado, chairman of the Senate Committee on Interstate and Foreign Commerce. The committee recently completed hearings on the proposed legislation.

Practice Not Widespread.
Although not prohibited by law, radio and television broadcasters in practice have refrained from carrying liquor advertising, although beer and wine advertising on radio and TV is extensive. The distillers also have refrained from advertising on radio and TV.

"The ANPA wishes to protest against any action by Congress to prohibit, or drastically restrict advertising of liquor in any way," said Mr. Williams' letter.

"It is the sense of this organization that no law should be passed to prohibit or restrict the advertising of any product or service which it is legal to sell. The people have the right to know about the availability of products and services which they can buy."

Discrimination Charged.
The letter added that the bill "would not only restrict the advertising of a certain product but would also restrict advertising by a certain medium."

"The ANPA opposes any restriction placed on advertising through any medium, whether or not newspapers are affected," the letter said. "The bill is discriminatory because it is directed solely against the advertising of one product which may be legally made and sold and is directed against one segment of advertising media only."

Williams wrote Senator Johnson that "there is nothing new in this proposed legislation" and that similar bills had been introduced frequently ever since repeal of the prohibition amendment.

He added that proponents of the bill "have indicated that they seek this limited action against liquor advertising now because it constitutes a 'foot in the door' which will permit more drastic curbs and regulation of all advertising media at a later date. They have called it 'the opening wedge.'"

Newspaper Publishers Pledge Red Cross Support

The American Newspaper Publishers' Association today pledged its full support of the 1952 American Red Cross Fund Campaign and urged the public to give generously to the appeal.

Charles F. McCahill, president of the association and general manager of the Cleveland News, promised "unintended support" and called for the "assistance of every American as an investment in humanity."

The annual drive opens on March 1, under the chairmanship of John S. Sinclair of New York, president of the National Industrial Conference Board.

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A... Printed rayon crepe with full skirt. Sizes 46 to 52.

B... One-piece navy dress with white striped collar and cuffs. Sizes 14 to 20.

C... All-over quilted rayon taffeta. Sizes 10 to 16.

D... Two-piece rayon faille in navy or black. Jewel trim. Sizes 14 to 20.

E... Checked rayon taffeta with pique collar and cuffs. Sizes 12 to 20.

F... Navy rayon on crepe bolero dress with print blouse. Sizes 38 to 44.

G... Print rayon crepe dress, velvet trim. Sizes 16½ to 24½.



Spring Checks In!
MISSSES' SUITS
8.99

"Shrug" bolero jacket with dolman sleeves, atop a high-rise slim skirt. Jacket in grey-and-gold, grey-and-pink or navy-and-white checked rayon. Solid-color skirt. Sizes 10 to 18.

GOLDENBERG'S Sportswear, Second Floor, 7th St. N.W. and Minnesota Ave. N.E.

Spring "Sunburst"!
GIRLS' SUITS
4.75

Dress-up 2-piece navy suit. Jacket has white pique collar and cuff trim, plus emblem. Skirt with sunburst pleats, "Little Sister" sizes 3 to 6.

Same Suit in sizes 7 to 14, 7.75
GOLDENBERG'S Girls' Wear, Second Floor, 7th St. N.W. and Minn. Ave. N.E.

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• Navy, pink, red, grey, gold, ice blue, dacia and black.

• Sizes for misses, 10 to 20; sizes for women, 38 to 44.

GOLDENBERG'S Women's Coats, Second Floor, 7th St. N.W. and Minn. Ave. N.E.

